

# Make an Impression With the Best Trade Show Displays

Contributed by Webmaster  
Friday, 16 January 2009  
Last Updated Friday, 16 January 2009

By ratetake

The industry of trade show business caters to a large number of clients with diverse professional, financial and religious background. There are also a wide variety of products available in the several booths that occupy a trade fair. Since the competition is very high so the sellers are trying out innovative ways to attract the customers. One such way to do so is through best trade show displays.

Best trade show displays are nothing but the most popular big screens or placard or other equipment put in a trade fair to promote any new product, to sell an item, to increase the knowledge of the customers about a product or simply to create an impression. Various companies rent some space in the trade fair to design the best trade show displays.

These trade show displays usually occupy the centre of a trade fair so that attendees can easily catch a glimpse of the product that is promoted. These displays use vibrant colors and huge images with catchy phrases. Trade show displays come in various ranges of sizes and cost.

Some of the best trade show displays are as follows:

1. Table covers - This is a new concept to use custom printed table covers in place of the regular fabrics to use it as a trade show display. This idea helps the company to stand out and make a mark of their product while giving a tough time to their competitors who use the plain table covers.
2. Tabletop displays - These tabletop displays are compact and easy to ship from one location to another. These panel displays gives the companies a wide choice of colors and designs. A company can also create their logo in the display. It has graphic panels which are attached to a metal frame and kept in a briefcase. They are easy to assemble.
3. Pop-up displays - These displays are simple, convenient, and easy to assemble and break down. Made of fabric, vinyl or plastic they contain either one graphic image or several images. These can be used for big or small trade fairs. They have shelving and lighting options. They can be used on tabletops or as floor exhibits as well.
4. Modular exhibits - They cover a bigger area than pop-up displays. Metal or panel form the base of its structure. The constituents of this display can be easily rearranged to suit the needs of different companies. They weigh less than the old custom exhibits and can be carried in small cases.
5. Panel and Frame systems - These form an omnipresent exhibit of display and presentation systems. These are sold in parts to various distributors who sell other trade show displays. Thousands of parts together form a panel and frame system therefore the assembling of it is also complicated and need a professional labor. Panels and frame products are used in the making of tradeshow floors.
6. Custom exhibits - These require larger space and include hard wall panels, large metal structures, display and work place. They require a skilled labor for set up. They are more durable than the smaller display units.

Using the best trade show displays one is sure to increase the sale of a product while making a new customer aware of a product and inviting the old clients to buy more.

John Weise represents Exhibits Trade Show Displays that offers trade show products such as table top displays, table covers, pop displays, and trade show lighting along with trade show displays. Learn about best trade show displays.

## Marketing Blogs

{mos\_sb\_discuss:2}